



# M2180-716<sup>Q&As</sup>

IBM MobileFirst Sales Mastery Test v1

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#### QUESTION 1

Which of the following is NOT considered a trend in Mobile Challenges that corporations must address?

- A. LESS support for Open Standards
- B. Device Management
- C. Security
- D. Integration

Correct Answer: A

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#### QUESTION 2

Which of the following is FALSE about IBM Cast Iron:

- A. It integrates to Cloud and on-Premise Applications in days
- B. It is a holistic approach to mobile device management
- C. It Rapid, Flexible and Simple
- D. It supports both Virtual and Physical Appliances

Correct Answer: B

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#### QUESTION 3

IBM MaaS360 can be deployed in less than 10 minutes by the user?

- A. TRUE
- B. FALSE

Correct Answer: A

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#### QUESTION 4

IBM introduced the Security Access Manager for Mobile appliance in October 2013. Which of the following is NOT provided by Access Manager for Mobile?

- A. Mobile access management.
- B. Federated SSO for software as a service (SaaS) targets such as Salesforce.
- C. Mobile identity assurance.



D. Help in securing mobile application deployment.

Correct Answer: B

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#### QUESTION 5

Which of the following is NOT true regarding how Tealeaf CX Mobile helps quantify revenue impact and segmentation?

- A. Deliver ad hoc mobile segmentation with real-time drag-and-drop analysis by specific mobile user behaviors or device attributes.
- B. Create cross-channel messages in one place
- C. Create segmentation analyses based on mobile attributes, such as device manufacturer, operating system, browser type, screen resolution and others.
- D. Share and distribute reports to management and key stakeholders.

Correct Answer: B

Reference: <http://public.dhe.ibm.com/common/ssi/ecm/en/zzd03162usen/ZZD03162USEN.PDF>

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